WE WANT TO KNOW MORE ABOUT YOU

Throughout the year, we'd like to send you special offers. To help us get to know you better and find out what offers would interest you, we'd appreciate it if you'd take just a few minutes to complete and return the following postage-paid survey. This survey is for smokers ages 21 and over. On behalf of everyone at Parliament Lights, thanks for your help.

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.) ☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)
☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar ☐ Light/Mild
☐ Medium ☐ Full Flavor

6. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?
☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years
☐ 3 to 5 years ☐ Over 5 years

8. What, if any, was your previous brand?

9. The next time you go to the store, if your regular brand is not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

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Julie Brattil
273 Chase Ave
Lyndhurst, NJ 07071-1905

Manufacturer's Coupon — Expires 11/15/96

$1.50 Off

2 PACKS OR A CARTON OF ANY STYLE PARLIAMENT LIGHTS

86801039715201 29

Manufacturer's Coupon — Expires 11/15/96

$2.00 Off

3 PACKS OR A CARTON OF ANY STYLE PARLIAMENT LIGHTS

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86801009715201 25
Julie Brattil
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